



Division of Travel & Tourism Development
2010 In-State Campaign





2010 In-State Program Goals & Objectives

- Entice NH residents, NH tourists & eastern MA residents to stay & play in NH
- Make travel within NH new & exciting
- Give people a reason to take trips close to home, rather than just stay at home
- Promote the entire state





- NH Dream Vacation Photo Contest
 - Last year, NH Dream Vacation Scavenger Hunt
 - 2010 program “entry” changes were implemented to reduce the barrier to entry to one (1) photo, from three (3) photos



2010 In-State Campaign Timing

- May 24 – September 6, 2010 (15 weeks)
 - Last year May 18 – August 9 (12 weeks)
 - 2010 campaign extended to capitalize on the momentum we saw in 2009 and allow the campaign to run its full course through the summer



2010 In-State Campaign Sign

- Printed and downloadable
- Both sized 8.5"x11" (larger than last year)
- New sign color (to differentiate photos from last year)

I love it here!

NHdreamvacation.com



New Hampshire DREAM VACATION PHOTO CONTEST 2010

Grab your camera and enter today!

Take photos from around New Hampshire and you could win a dream vacation! For complete rules go to NHdreamVacation.com.

Here's how to enter:

- 1. Click Away**
Travel around New Hampshire and capture one or up to five photos from the location list. Make sure you and this sign are in the photos, and include a NH identifier such as a building, sign, or landmark. Creativity is key!
- 2. Enter Online**
Upload your photos to enter for a chance to win a dream vacation in New Hampshire at NHdreamVacation.com.

Two ways to win a NH vacation:

- 1. Popular Vote**
Boost your ratings at NHdreamVacation.com/Vote for your favorite images and tell all of your friends to vote, too! There are five prizes in the Popular Vote category.
- 2. Judges Vote**
A panel of judges will select one grand prize winner at the end of the contest.

Go to NHdreamVacation.com for a complete list of locations!

Sample locations:

- In front of a State Park entry sign
- At the gate at any family attraction
- With the Atlantic Ocean in the background
- In front of the Capitol building
- On an historic covered bridge
- With a farmer at a farm stand or farmers' market
- In front of a general store
- Looking for moose in the North Country
- On the porch of an inn, hotel or B&B
- Zip-lining
- Visiting a museum
- Horseback riding on NH trails
- On the Kancamagus Scenic Byway
- Teasing off on a NH golf course
- In front of your favorite restaurant

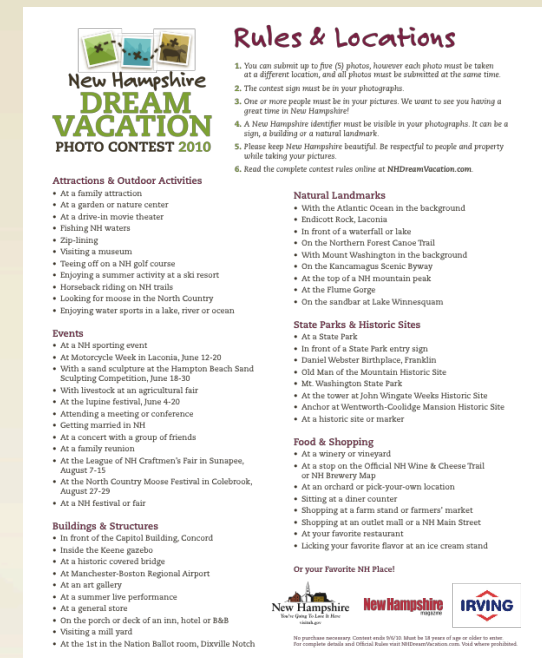
Vote

New Hampshire
Seal of the State of New Hampshire

In partnership with:

IRVING **New Hampshire**

No purchase necessary. Contest ends 8/30/10. Must be 18 years of age or older to enter. See complete details and Official Rules at NHdreamVacation.com. Void where prohibited.



New Hampshire DREAM VACATION PHOTO CONTEST 2010

Rules & Locations

1. You can submit up to five (5) photos, however each photo must be taken at a different location, and all photos must be submitted at the same time.
2. The contest sign must be in your photographs.
3. One or more people must be in your pictures. We want to see you having a great time in New Hampshire!
4. A New Hampshire identifier must be visible in your photographs. It can be a sign, a building or a natural landmark.
5. Please keep New Hampshire beautiful. Be respectful to people and property while taking your pictures.
6. Read the complete contest rules online at NHdreamVacation.com.

Attractions & Outdoor Activities

- At a family attraction
- At a garden or nature center
- At a drive-in movie theater
- Fishing NH waters
- Zip-lining
- Visiting a museum
- Teasing off on a NH golf course
- Enjoying a summer activity at a ski resort
- Horseback riding on NH trails
- Looking for moose in the North Country
- Enjoying water sports in a lake, river or ocean

Events

- At a NH sporting event
- At Motorcycle Week in Laconia, June 12-20
- With a sand sculpture at the Hampton Beach Sand Sculpting Competition, June 18-30
- With livestock at an agricultural fair
- At the Lupine festival, June 4-20
- Attending a meeting or conference
- Getting married in NH
- At a concert with a group of friends
- At a family reunion
- At the League of NH Craftsmen's Fair in Sunapee, August 7-13
- At the North Country Moose Festival in Colebrook, August 27-29
- At a NH festival or fair

Buildings & Structures

- In front of the Capitol building, Concord
- Inside the Keene gardens
- At a historic covered bridge
- At Manchester-Boston Regional Airport
- At an art gallery
- At a summer live performance
- At a general store
- On the porch or deck of an inn, hotel or B&B
- Visiting a mill yard
- At the 1st in the Nation Ballot room, Dixville Notch

Natural Landmarks

- With the Atlantic Ocean in the background
- Endicott Rock, Lacosia
- In front of a waterfall or lake
- On the Northern Forest Canoe Trail
- With Mount Washington in the background
- On the Kancamagus Scenic Byway
- At the top of a NH mountain peak
- At the Flume Gorge
- On the sandbar at Lake Umbagog

State Parks & Historic Sites

- At a State Park
- In front of a State Park entry sign
- Daniel Webster Birthplace, Franklin
- Old Man of the Mountain Historic Site
- Mt. Washington State Park
- At the tower at John Wingate Weeks Historic Site
- Anchor at Wentworth-Coolidge Mansion Historic Site
- At a historic site or marker

Food & Shopping

- At a winery or vineyard
- At a stop on the Official NH Wine & Cheese Trail or NH Brewery Map
- At an orchard or pick-your-own location
- Sitting at a diner counter
- Shopping at a farm stand or farmers' market
- Shopping at an outlet mall or a NH Main Street
- At your favorite restaurant
- Licking your favorite flavor at an ice cream stand

Or your Favorite NH Place!

New Hampshire **New Hampshire** **IRVING**

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2010 In-State Campaign Entry

- Only (1) photo to enter & you can submit up to five (5) photos
 - 2009 campaign mandated at least three (3) eligible photos
 - 2010 campaign reduces the barrier to entry to allow for more submissions
 - New this year, all photos must be submitted at the same time & you cannot come back later to add more photos



2010 In-State Campaign Locations

Attractions & Outdoor Activities

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Or your Favorite NH Place!



New Hampshire
1793-2010



No purchase necessary. Contest ends 9/6/10. Must be 18 years of age or older to enter. For complete details and Official Rules visit NHDreamVacation.com. Void where prohibited.

2010 In-State Campaign Prizes

- **Grand Prize:** One (1) contestant wins a Dream Vacation, valued at \$2,500; selected by judges
 - **First Prizes:** Five (5) vacations valued at \$500; won by popular vote
 - **Sweepstakes Prizes:** There are twelve (12) weekly, randomly drawn, \$50 Irving Oil gas card. Total to be won: \$750



2010 In-State Program NH Dream Vacation Photo Contest

I love
it here!

NHdreamvacation.com

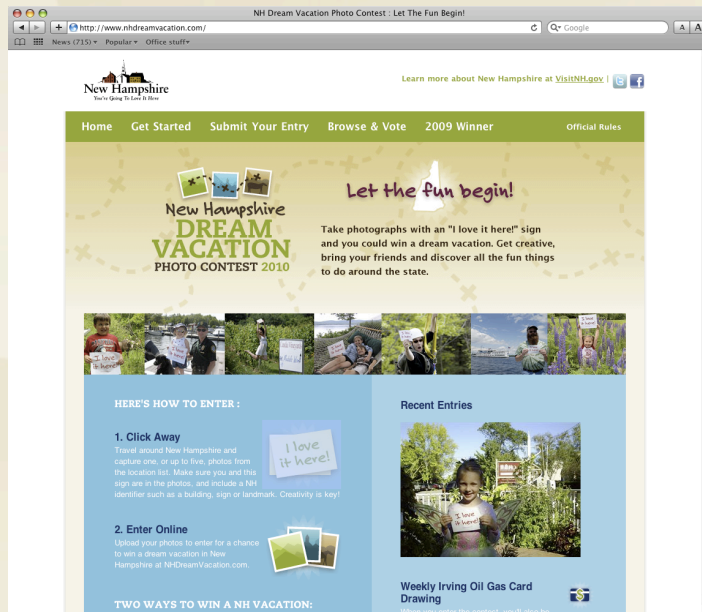
Here's How It Works:

1. Click Away

Go to NHDreamVacation.com & download the "I Love It Here" sign. Capture one (1) or up to five (5) photos from the photo contest list with the sign. Creativity is key!



2010 In-State Program NH Dream Vacation Photo Contest



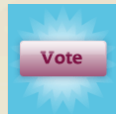
Here's How It Works:

2. Enter Online

Upload your photos at
NHDreamVacation.com to
enter for a chance to win a
dream vacation in New
Hampshire.



2010 In-State Program NH Dream Vacation Photo Contest Two Ways to Win



Here's How It Works:

1. Popular Vote

Boost your ratings at NHDreamVacation.com! Vote for your favorite images and tell your friends to vote, too. There are five prizes in the Popular Vote category.



2010 In-State Program NH Dream Vacation Photo Contest Two Ways to Win



Here's How It Works:

1. Judges Vote

A panel of judges will select one grand prize winner at the end of the contest.



2010 In-State Program

Other Program Components

- Radio spots
- Web banners
- Mobile banners
- June, July, August email blast to NH email database
- Social Media (Facebook, Twitter, Flickr)
- Public Relations
- NH Celebrity Dream vacations
- Weekly Irving Gas Card Drawings
- US Sweepstakes & Fulfillment Company



2010 In-State Program Partnerships



2010 In-State Program

Ways for you to get involved

- Create special NHDV packages: offer discounts & provide signs for pictures at your property
- Hold your own contest in conjunction with NHDV on your website, blog, facebook & twitter accounts
- If you have photographers onsite (i.e. zip lines), have contest cards available for photo ops
- Place signs at your registration desk & offer to visitors during check-in



2010 In-State Program

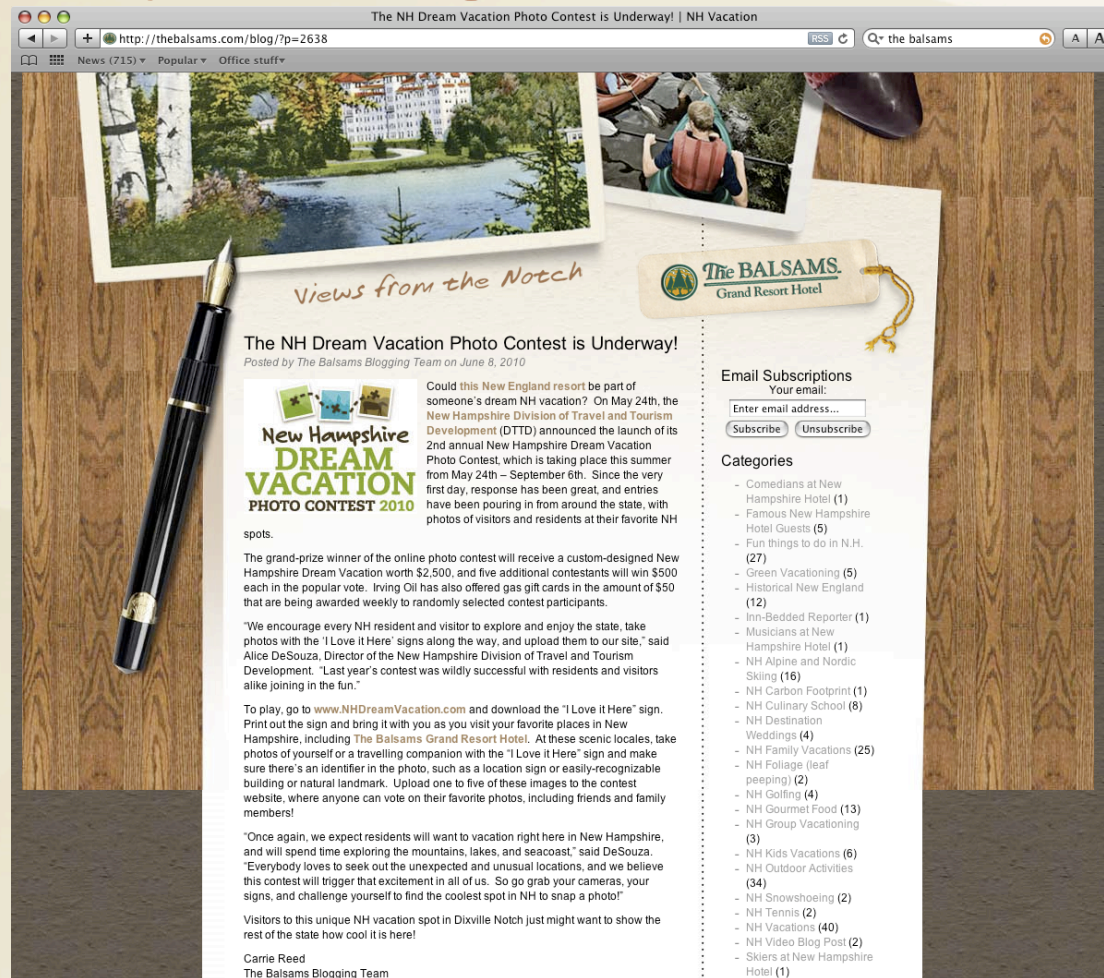
Ways for you to get involved

- Include a segment about NHDV & your property in your next newsletter
- Post about NHDV & your property on your website, blog, facebook & twitter accounts
- Offer to print out a postcard of their contest entry to send to friends & family (if technically capable)
- Include “NHDV” language in your Google paid search/Facebook PPC campaign



2010 In-State Program

Ways for you to get involved



The NH Dream Vacation Photo Contest is Underway!
Posted by The Balsams Blogging Team on June 8, 2010

Could this New England resort be part of someone's dream NH vacation? On May 24th, the New Hampshire Division of Travel and Tourism Development (DTTD) announced the launch of its 2nd annual New Hampshire Dream Vacation Photo Contest, which is taking place this summer from May 24th – September 6th. Since the very first day, response has been great, and entries have been pouring in from around the state, with photos of visitors and residents at their favorite NH spots.

The grand-prize winner of the online photo contest will receive a custom-designed New Hampshire Dream Vacation worth \$2,500, and five additional contestants will win \$500 each in the popular vote. Irving Oil has also offered gas gift cards in the amount of \$50 that are being awarded weekly to randomly selected contest participants.

"We encourage every NH resident and visitor to explore and enjoy the state, take photos with the 'I Love It Here' signs along the way, and upload them to our site," said Alice DeSouza, Director of the New Hampshire Division of Travel and Tourism Development. "Last year's contest was wildly successful with residents and visitors alike joining in the fun."

To play, go to www.NHDreamVacation.com and download the "I Love It Here" sign. Print out the sign and bring it with you as you visit your favorite places in New Hampshire, including The Balsams Grand Resort Hotel. At these scenic locales, take photos of yourself or a travelling companion with the "I Love It Here" sign and make sure there's an identifier in the photo, such as a location sign or easily-recognizable building or natural landmark. Upload one to five of these images to the contest website, where anyone can vote on their favorite photos, including friends and family members!

"Once again, we expect residents will want to vacation right here in New Hampshire, and will spend time exploring the mountains, lakes, and seacoast," said DeSouza. "Everybody loves to seek out the unexpected and unusual locations, and we believe this contest will trigger that excitement in all of us. So go grab your cameras, your signs, and challenge yourself to find the coolest spot in NH to snap a photo!"

Visitors to this unique NH vacation spot in Dixville Notch just might want to show the rest of the state how cool it is here!

Carrie Reed
The Balsams Blogging Team

New Hampshire DREAM VACATION PHOTO CONTEST 2010

The BALSAMS Grand Resort Hotel

Email Subscriptions
Your email:
Enter email address...

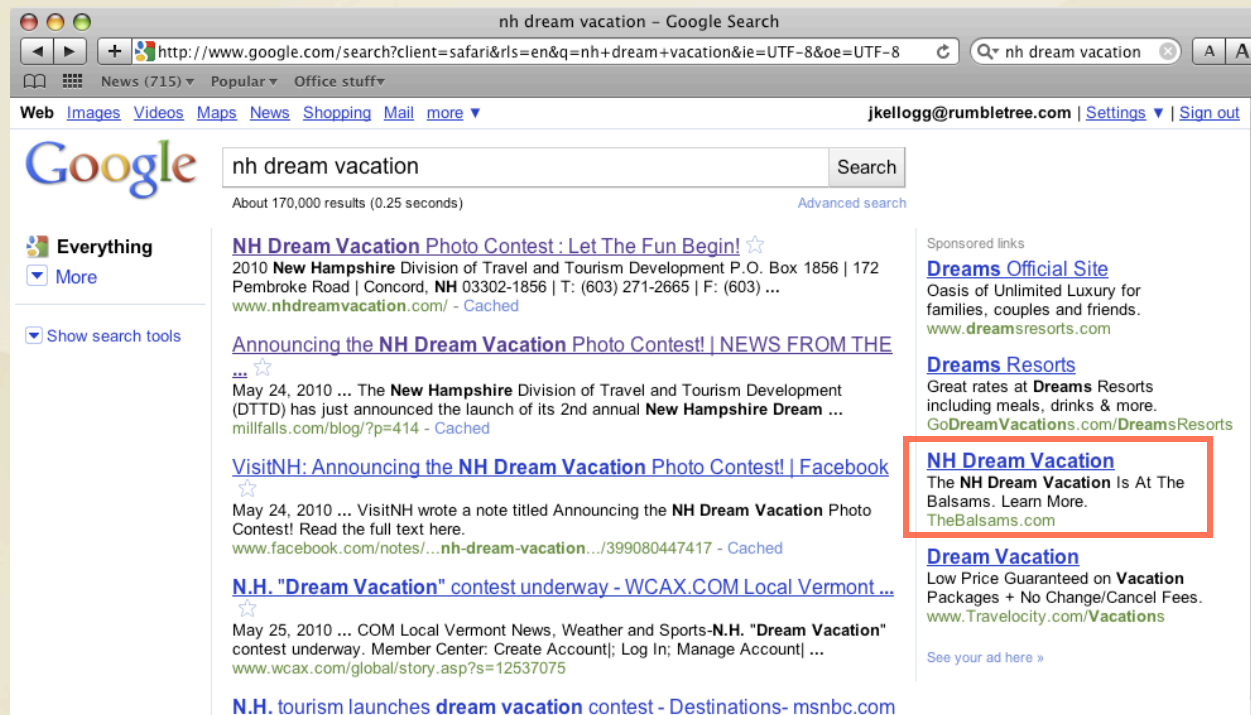
Categories

- Comedians at New Hampshire Hotel (1)
- Famous New Hampshire Hotel Guests (5)
- Fun things to do in N.H. (27)
- Green Vacationing (5)
- Historical New England (12)
- Inn-Bedded Reporter (1)
- Musicians at New Hampshire Hotel (1)
- NH Alpine and Nordic Skiing (16)
- NH Carbon Footprint (1)
- NH Culinary School (8)
- NH Destination Weddings (4)
- NH Family Vacations (25)
- NH Foliage (leaf peeping) (2)
- NH Golfing (4)
- NH Gourmet Food (13)
- NH Group Vacationing (3)
- NH Kids Vacations (6)
- NH Outdoor Activities (34)
- NH Snowshoeing (2)
- NH Tennis (2)
- NH Vacations (40)
- NH Video Blog Post (2)
- Skiers at New Hampshire Hotel (1)



2010 In-State Program

Ways for you to get involved



2010 In-State Program

Ways for you to get involved

Announcing the NH Dream Vacation Photo Contest! | NEWS FROM THE VILLAGE

http://millfalls.com/blog/?p=414

News (715) Popular Office stuff

home inns & reservations cascade spa dining conferences & weddings marketplace activities & events about us

NEWS FROM THE VILLAGE

The Inns and Spa at Mill Falls

home About The Perch at Mill Falls



Announcing the NH Dream Vacation Photo Contest!

Posted on May 24th, 2010 admin 1 comment

New Hampshire DREAM VACATION PHOTO CONTEST 2010

Some exciting news from our friends at Visit NH: The New Hampshire Division of Travel and Tourism Development (DTTD) has just announced the launch of its 2nd annual New Hampshire Dream Vacation Photo Contest, which will take place this summer from May 24th – September 6th. The winner of the online photo contest will receive a custom-designed New Hampshire Dream Vacation worth \$2,500, and five additional contestants will win \$500 each in the popular vote. Irving Oil will also offer gas gift cards in the amount of \$50 that will be awarded weekly to randomly selected contest participants.

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To play, go to www.NHDreamVacation.com and download the "I Love It Here" sign. Print out the sign and bring it with you as you visit your favorite places in New Hampshire, including [The Inns and Spa at Mill Falls](#). At these scenic spots, take photos of yourself or a travelling companion with the "I Love It Here" sign and make sure there's an identifier in the photo, such as a location sign or easily-recognizable building. Upload one to five of these images to the contest website, where participants can vote on their favorite photos. Friends and family members can vote too!

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Calendar

June 2010

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

[« May](#)

Archives

- [June 2010](#)
- [May 2010](#)
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- [January 2010](#)
- [December 2009](#)
- [November 2009](#)
- [October 2009](#)
- [September 2009](#)
- [August 2009](#)
- [July 2009](#)

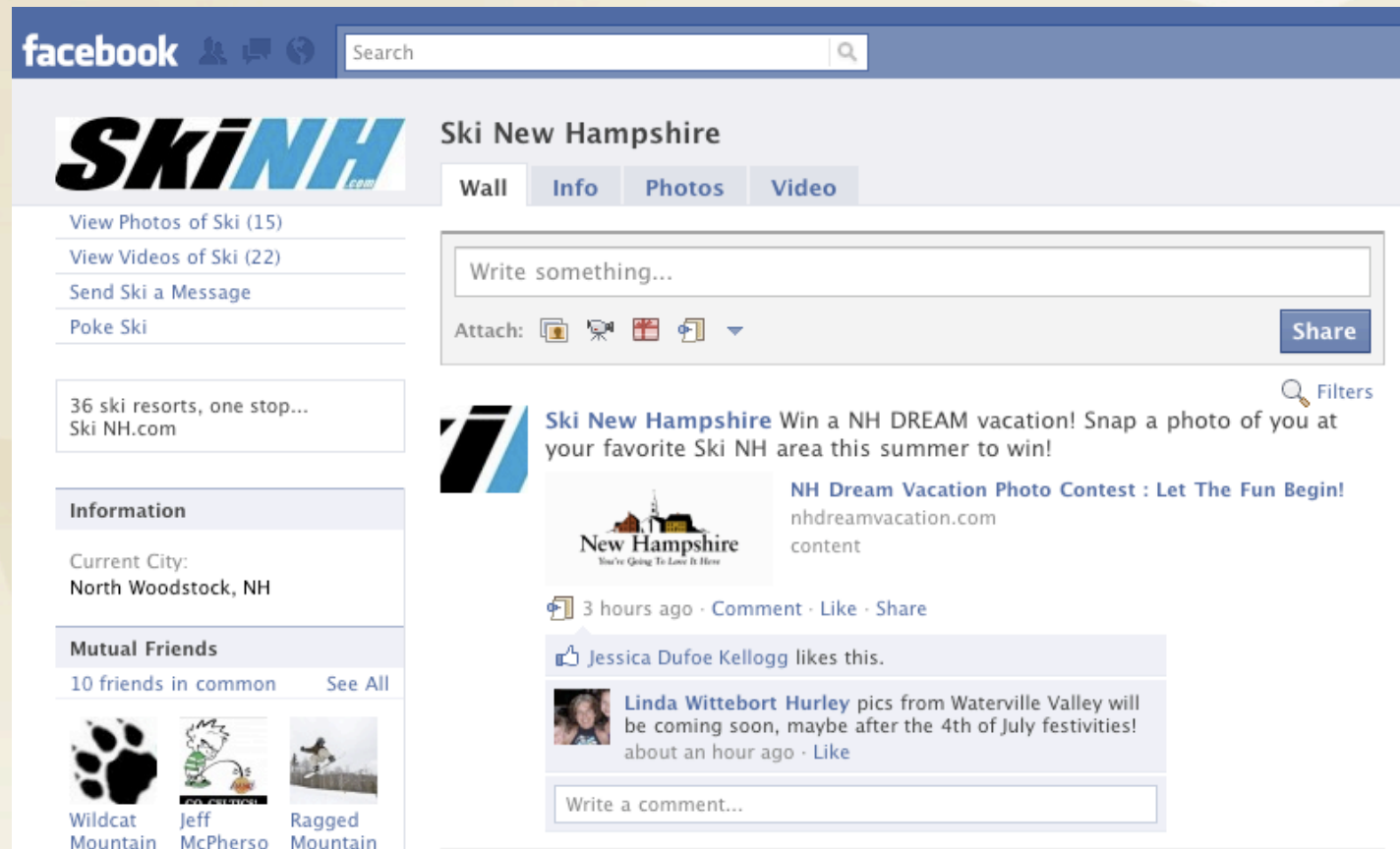
Recent Articles

- ["Seven Deadly Sins" Wine Dinner at Lakehouse Grille](#)
- [Beautiful Weddings at The Inns and Spa at Mill Falls](#)
- [Memorial Weekend Craft Festival in Meredith](#)
- [Hybrid Parking Spaces at Mill Falls!](#)
- [Announcing the NH Dream Vacation Photo Contest!](#)
- [A Mini Working Vacation at Mill Falls](#)



2010 In-State Program

Ways for you to get involved



The screenshot shows the Facebook profile for "Ski New Hampshire". The page header includes the Facebook logo, a search bar, and the page name "Ski New Hampshire" with tabs for Wall, Info, Photos, and Video. On the left sidebar, there are links to "View Photos of Ski (15)", "View Videos of Ski (22)", "Send Ski a Message", and "Poke Ski". Below these are statistics: "36 ski resorts, one stop... Ski NH.com". The "Information" section lists the "Current City" as "North Woodstock, NH". The "Mutual Friends" section shows "10 friends in common" with links to "Wildcat Mountain", "Jeff McPherso", and "Ragged Mountain". The main content area features a post from "Ski New Hampshire" about a contest: "Win a NH DREAM vacation! Snap a photo of you at your favorite Ski NH area this summer to win!". The post includes a logo for "New Hampshire You're Going To Love It Here" and the text "NH Dream Vacation Photo Contest : Let The Fun Begin! nhdreamvacation.com content". It also shows a timestamp of "3 hours ago" and interaction options like "Comment", "Like", and "Share". A comment from "Jessica Dufoe Kellogg" is visible, stating "Linda Wittebort Hurley pics from Waterville Valley will be coming soon, maybe after the 4th of July festivities! about an hour ago".



2010 In-State Program

Ways for you to get involved

- Contact Tai Freligh, DTTD Communications Manager, for your materials (signs, logos, linking URLs, press release): tai.freligh@dred.state.nh.us
- Visit www.NHDreamVacation.com to view submissions and encourage your guests to be even more creative!



2010 In-State Program For Your Information

- The NH Visitors Guide features contest photos & we plan to do it again this year!
- Contest photos may be used on the state website & in other marketing materials (i.e. event guides, newsletters) giving your property more exposure



2010 In-State Program Questions/Comments

- Thank you!

